



NEWS RELEASE

PRESS OFFICE

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SBA Uses Latest Technology to Bring Training to Business Communities

PHILADELPHIA - The U.S. Small Business Administration is offering a new approach to reaching small business communities throughout the eastern half of Pennsylvania. Beginning March 15th, the office will host a series of interactive training workshops covering topics of interest for both prospective and existing business owners using the new "Ready Talk" technology.

"Ready Talk" is an interactive audio/web conferencing tool that allows perspective and existing business owners to view, listen, and ask questions during SBA training on-line workshops without leaving their home or office. The only requirement for those wishing to participate is a phone line and access to the internet.

"The Philadelphia District Office covers the eastern 40 counties of Pennsylvania. Ready Talk will allow us to provide training and assistance to those small businesses in the far reaches of our territory", said Joe McDevitt, Director of Marketing and Outreach,

Those wishing to participate in the upcoming training sessions must register on line at www.sba.gov/pa/phil under the "What's New" section. Participants will receive an email with detailed instructions on how to join the online workshops. The following sessions are already scheduled:

March 15th "Starting Your Small Business" 6 pm.

March 29th "Financing Your Small Business" 6 pm.

April 5th "Starting Your Small Business" 10am

April 19th "Financing Your Small Business" 10am

In addition to providing training and counseling to small businesses the district office will use this technology to provide programmatic training to its resource partners as well as chambers of commerce, and other local economic development agencies. Tom Tolan, Philadelphia District Director said "The Administrator's goal is to reach out to the twenty-three million small businesses in this country. This technology will help the SBA achieve that goal."

For additional information on the upcoming "Ready Talk" training sessions contact John Fleming at 215-580-2718 or email John Fleming at John.Fleming@SBA.gov.

For more information about all of the SBA's programs for small businesses, visit the SBA's extensive Web site at www.sba.gov.

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